

## CLAIMS

1. A process for enhancing the viewership of television advertisements  
5 in a digital video recorder (DVR) environment, comprising the steps of:  
partitioning the beginning and end of each commercial break in a  
program segment;  
wherein each partition is of a predetermined length of time; and  
wherein said beginning and end partitions are carefully authored to  
10 provide a teaser to entice the viewer to watch multiple commercials during  
the break.
2. The process of claim 1, wherein said teaser is a set of images or logos  
that indicate a commercial relating to a particular advertiser is present.
- 15 3. The process of claim 1, wherein said teaser is a menu or short  
sequence of animations designed to catch the viewer's attention and  
persuade him to watch the commercial break.
- 20 4. A process for enhancing the viewership of television advertisements  
in a digital video recorder (DVR) environment, comprising the steps of:  
partitioning the beginning and end of a television advertisement;  
wherein each partition is of a predetermined length of time; and  
wherein said beginning partition and said end partition contain the  
25 more important content designed to get the desired message across to the  
viewer in the predetermined length of time.
5. A process for enhancing the viewership of television advertisements  
in a digital video recorder (DVR) environment, comprising the steps of:  
30 providing a storage device;  
recording television program material onto said storage device;  
receiving advertisements from an external source;  
storing said advertisements on said storage device;

selecting an advertisement from said storage device;

playing back said television program material from said storage device to the viewer; and

wherein said playing back step displays said advertisement to the viewer before and/or after said television program material is played back to the viewer.

6. The process of claim 4, wherein said selecting step selects said advertisement based on the viewer's viewing preferences and/or personal data.

7. The process of claim 4, wherein said selecting step selects an advertisement to be displayed after said television program material is played back to the viewer that is different than the advertisement displayed before said television program material is played back to the viewer.

8. An apparatus for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising:

a storage device;  
a module for recording television program material onto said storage device;

a module for receiving advertisements from an external source;  
a module for storing said advertisements on said storage device;  
a module for selecting an advertisement from said storage device;  
a module for playing back said television program material from said storage device to the viewer; and

wherein said playing back step displays said advertisement to the viewer before and/or after said television program material is played back to the viewer.

9. The process of claim 7, wherein said selecting module selects said advertisement based on the viewer's viewing preferences and/or personal data.

10. The process of claim 7, wherein said selecting module selects an advertisement to be displayed after said television program material is played back to the viewer that is different than the advertisement displayed before said television program material is played back to the viewer.

11. A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform method steps for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

providing a storage device;

recording television program material onto said storage device;

receiving advertisements from an external source;

storing said advertisements on said storage device;

15 selecting an advertisement from said storage device;

playing back said television program material from said storage device to the viewer; and

wherein said playing back step displays said advertisement to the viewer before and/or after said television program material is played back to the viewer.

12. The method of claim 10, wherein said selecting step selects said advertisement based on the viewer's viewing preferences and/or personal data.

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13. The method of claim 10, wherein said selecting step selects an advertisement to be displayed after said television program material is played back to the viewer that is different than the advertisement displayed before said television program material is played back to the viewer.